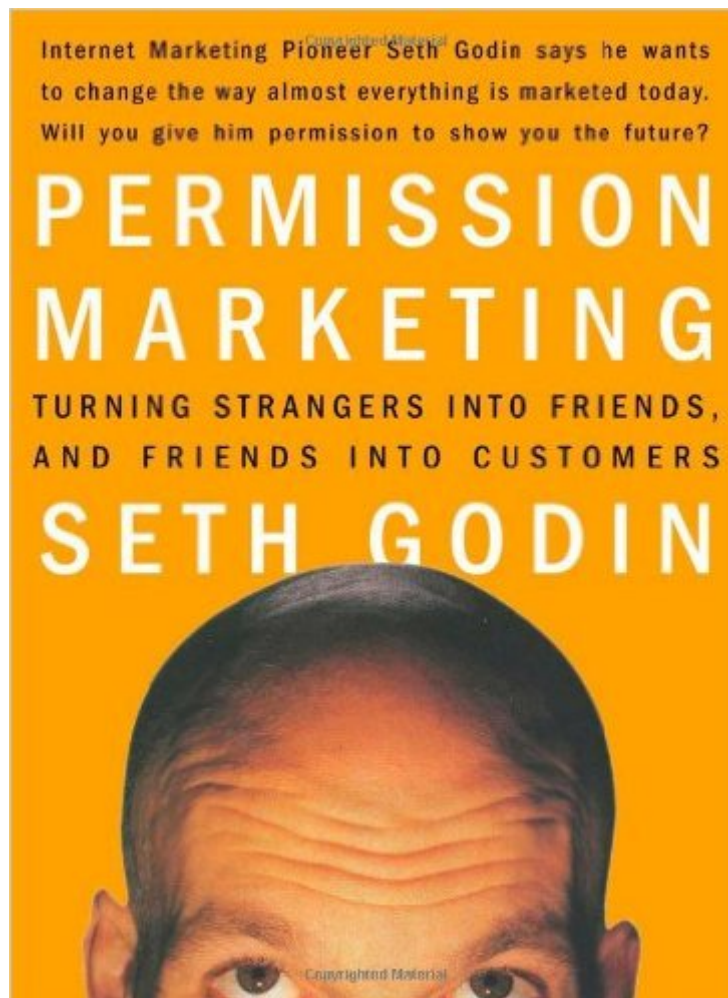




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Permission Marketing: Turning Strangers Into Friends And Friends Into Customers



Synopsis

The man Business Week calls "the ultimate entrepreneur for the Information Age" explains "Permission Marketing"â "the groundbreaking concept that enables marketers to shape their message so that consumers will willingly accept it. Whether it is the TV commercial that breaks into our favorite program, or the telemarketing phone call that disrupts a family dinner, traditional advertising is based on the hope of snatching our attention away from whatever we are doing. Seth Godin calls this Interruption Marketing, and, as companies are discovering, it no longer works. Instead of annoying potential customers by interrupting their most coveted commodityâ "timeâ "Permission Marketing offers consumers incentives to accept advertising voluntarily. Now this Internet pioneer introduces a fundamentally different way of thinking about advertising products and services. By reaching out only to those individuals who have signaled an interest in learning more about a product, Permission Marketing enables companies to develop long-term relationships with customers, create trust, build brand awareness -- and greatly improve the chances of making a sale.

Book Information

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Customer Reviews

In addition to working in the profession of advertising and marketing, I'm an adjunct professor at a nearby university. I taught Seth's principles in my course on Direct Marketing last semester, and I intend to teach his principles in my course on Fundamentals of Advertising this semester. In fact, I intend to teach his material in every class I have that's even remotely related. Frankly, I think Seth's material should be taught in every university throughout the land -- and shouted from the rooftops

amongst those in my profession. Simply put, the material in this book -- deceptively clever, succinct and, at times, humorous -- is explosive. I say deceptive because if you don't "get" what Seth's trying to tell you, I imagine it would be possible for you to dismiss the entire concept as shallow or gimmicky. However, I believe this information represents nothing less than the future of advertising and marketing. You will ignore it at your own peril. One of the biggest thrills for me was hearing my students put into use Seth's Permission Marketing phrase "Turning strangers into friends and friends into customers" -- even months after the class ended! Not only is that a testament to the clarity and brevity of Seth's ideas, it's also the distillation of his book's premise. For in today's world, we're bombarded by no less than 3,000 paid advertising messages per day. There's no way we can assimilate, remember and act on that many messages. No matter how creative they may be. It's no longer a matter of breaking through the clutter with killer creative; it's now a battle for one of the most precious commodities we're left with: our attention. And advertisers lose that battle every single minute of every day. Therefore, agencies who seek ever more creative (and expensive!

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